

Carmen Daniela Maier, Ph.D.
Assistant Professor
Knowledge Communication Research Group
Aarhus School of Business
Denmark

**XVith European Symposium on Language for Special Purpose (LSP):
Specialised Language in Global Communication**

**The Evaluative Interplay of
Verbal Information and Visual Demonstration
in Multimodal Specialized Discourse**

- abstract -

This paper intends to demonstrate the relevance of the theoretical and analytical perspective of **multimodality** in the research of specialized discourse.

The written features of specialized discourse have been widely explored, to the extent that this line of research can be said to represent the main one in the context of LSP research. **Multimodal specialized discourse** lags far behind as a research topic although the interplay of communicative modes like speech, sound and image has colonized large parts of the communicative landscape of specialized discourse for quite a long time. Therefore, a theoretical and analytical perspective like multimodality is necessary (see e.g. Kress 2000, 2002) in order to account for the new forms of multimodal communication that continue to appear and shape the new roles of language and of the other communicative modes in specialized discourses.

This paper explores the specialized discourse of **Kodak's DVD**, *Kodak Vision 2 Motion Picture Films. Keep Exploring*, from a multimodal perspective. Featuring the entire VISION 2 film family and including demonstrations, facts and detailed technical information, the DVD is addressed to the international community of professional filmmakers. The DVD offers the opportunity to investigate how **verbal information** and **visual demonstration** are interrelated in a complex communicative package that can be accessed according to the need of the users.

The specific aim of my analytical endeavour is to identify how the meaning-making potentials of the verbal and the visual modes are integrated, and how this multimodal integration influences the communication of specialized discourse.

Special attention is paid in the analysis to the issue of **evaluation** as a main meaning-making tool in the specialized discourse of Kodak's DVD. The choice of evaluation as focus point of the analysis is motivated by the fact that evaluation decisively contributes

to the persuasive function of a discourse (see Maier 2005). In Kodak's DVD, the persuasive function of the specialized discourse is attained through clusters of verbal and visual features that inherently or contextually signal evaluation. A detailed account of the multimodal interplay of verbal and visual resources available for constructing the evaluative stance of the specialized discourse is therefore provided in the paper.

This paper concludes that it is necessary to open up the analytical space for the study of multimodal specialized discourse by integrating the multimodal perspective in the context of LSP research in order to highlight the newest developments in the contemporary realm of specialized discourses.

References

- Kress, Gunther (2000), "Design and transformation. New theories of meaning". In B.Cope and M. Kalantzis (eds) *Multiliteracies. Literacy learning and the design of social futures*". London: Routledge.
- Kress, Gunther (2002), "Visual and verbal modes of representation in electronically mediated communication: the potential of new forms of text". In I. Snyder (ed.) *Page to screen. Taking literacy into the electronic world*. London: Routledge.
- Maier, Carmen Daniela (2005), *The Promotional Genre of Film Trailers: Persuasive Structures in a Multimodal Form*. Ph.D thesis. Aarhus School of Business, Denmark.